

Economic Prosperity Portfolio Update

March 2024

Reigate & Banstead
BOROUGH COUNCIL
Banstead | Horley | Redhill | Reigate



Helping
businesses start,
develop and grow

Our Objectives

“To drive the continued economic prosperity of the borough, facilitate improved business infrastructure, and confirm the borough’s reputation as a great place to do business.”

“With our partners, invest in our town and village centres, so they continue to be places where people choose to live, work, do business and visit.”

Reigate & Banstead 2025, Corporate Plan

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Business Support

Priority: Providing support to start-up and micro businesses to increase business birth and survival rates. Facilitating networking to strengthen the business community.

- A total of 34 Business Support Grants (£33,479) awarded this year.
- New £100k Business Employment Growth and Skills Grant launched (up to £5k per business to support growth).
- Awaiting final sign off on contract to deliver a peer-to-peer mentoring network for small businesses in the borough using revenue reserves of £50k.
- 10th anniversary of the Entrepreneur Academy celebrated with a special event for past 'students' and supporters. 90+ entrepreneurs have been supported since start.
- 10 Learning Lunches delivered including a special networking event planned for International Women's Day (March).

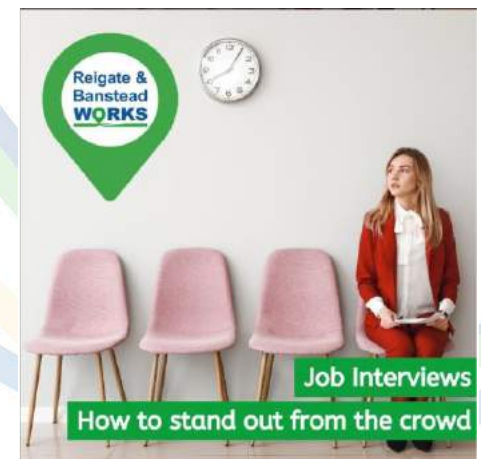


Skills & Employment

Priority: Working with large employers and supporting them to maintain a local presence, employ local workers, build stronger relationships with local education and skills providers and support apprenticeship schemes.

- Reigate & Banstead Works – continue to grow the employment website with new content, careers information and self-employment blogs.
- The Start careers platform is currently being utilised in four local schools: Merstham Park, Oakwood, Carrington, and Reigate College.
- Engaged in the Local Skills Improvement Plan and Local Skills Improvement Fund work streams.

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Town Centres

Priority: Work with businesses and other organisations to make the borough a more attractive location for residents and visitors to live, work and spend time

- Recently launched a new £100k Town Centre Vitality Fund to fund activities aimed at increasing footfall and/or dwell time in our towns and neighbourhood shopping centres to attract more residents and visitors and improve the visitor experience.

Example: Funded the #DestinationRedhill Christmas event driving footfall to Redhill in the run-up to Christmas.

- Added a section to the RB-Works website highlighting some of the borough's 'hidden gems' and attractions.
- Working with the managers of Redhill Market to attract new stall holders. Investment in new canopies and lights.



Communications

Cross-cutting priority: To use a range of channels to communicate the Council's commitment to driving the economic prosperity of the borough; to share information on business support and advice; to promote our high streets; and to celebrate our local business community.

- Continue to grow our @RBBCbusiness channels (Instagram & Twitter) and LinkedIn Business Group – 2,326 followers across the three accounts.
- Regular #SupportLocal posts on social media
- Monthly Business e-Bulletin. Circulated to c1,900 subscribers per month with a high (40%) open rate.
- Reigate & Banstead Business Awards 2023 was a huge success raising £5445 for the Lucy Rayner Foundation and the Royal British Legion, Banstead.



Partnership Working

Priority: Working with colleagues and partners across the wider economic area to make the borough a more attractive location for residents and visitors to live, work and spend time; and to secure investment, promote the borough, deliver business floorspace and business infrastructure

- Managing the UK Shared Prosperity Fund Investment plan for the borough
- Leading the Shared East Surrey Economic Development project
- Membership of Gatwick Diamond Business and Orbital South Colleges
- Representing the borough at UKREiF 2024
- Supporting the three Town Centre guilds
- Working with Surrey Hills Enterprises



Proud to make a difference

“

It's amazing that the council is so in touch with local businesses and offers comprehensive support. This collaboration can lead to a healthier local economy and more thriving community.

William Head
WH Creations

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“

Self employment was daunting but the Entrepreneur Academy opened my eyes to everything from accounting and marketing to sales and identifying your ideal customer, which was exactly what I needed at the time.

Frank Sinclair
Fit With Frank

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Doing your own thing can be a bit lonely sometimes. The decisions, questions and challenges never really stop. The Entrepreneur Academy was a great space in which to share a bit of the burden with people going through the same thing.

Morgan Arnell
Crumbs Brewing

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Priorities for 2024/5

- Completing the delivery of the UKSPF Investment Plan (Year 3)
- Leading on the shared East Surrey Economic Development project delivery plan
- Launching the peer-to-peer mentoring network
- Delivering the Town Centre Vitality Fund
- Delivering the Business Employment Growth and Skills Grant
- Delivering the Business Support Grant programme
- Celebrating 10 years of the Economic Prosperity Team
- Growing our programme of events and networking (e.g. targeting key sections of the business community)
- Continuing to develop the RB-Works employment and skills website
- Supporting and growing Redhill market (e.g. youth market)
- Growing our communications & social media capabilities